

**Walla Walla County**  
**Quit Line Data Summary**  
April 1 - June 30, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 23</b>	<b>N = 3,671</b>
<b>Percent of Statewide Calls</b>	0.8%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.9%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 23</b>	<b>N = 3,165</b>
Female	47.8%	60.2%
Male	52.2%	39.8%
<b>Race/Ethnicity</b>	<b>N = 19</b>	<b>N = 2,585</b>
People of Color	15.8%	12.9%
White	84.2%	87.1%
<b>Age</b>	<b>N = 21</b>	<b>N = 2,854</b>
Less than 18 years old	0.0%	2.1%
18 - 24 years old	14.3%	14.8%
25 - 34 years old	23.8%	23.1%
35 - 44 years old	14.3%	25.3%
45 years and older	47.6%	34.8%
<b>Education</b>	<b>N = 21</b>	<b>N = 2,724</b>
Did not graduate high school	14.3%	16.0%
High school graduate	19.0%	34.7%
Some college/vocational school	52.4%	36.8%
College graduate	14.3%	12.5%
<b>Caller Type</b>	<b>N = 23</b>	<b>N = 3,278</b>
General Information	8.7%	12.3%
Health care provider	4.3%	3.5%
Tobacco user	87.0%	84.1%
<b>Payer Type</b>	<b>N = 17</b>	<b>N = 2,092</b>
Insured	47.1%	34.9%
Uninsured	29.4%	28.9%
Medicaid	23.5%	36.1%
<b>Heard About</b>	<b>N = 22</b>	<b>N = 2,748</b>
Past caller	9.1%	11.3%
Employer/worksites	0.0%	0.6%
Health care provider	13.6%	24.8%
Television	36.4%	16.6%
Outdoor advertisement (billboard/bus/wall)	0.0%	5.3%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	9.1%	6.8%
Newspaper/Magazine	0.0%	0.9%
Brochure/Newsletter	4.5%	5.7%
Family or friend	22.7%	22.9%
Health Department	4.5%	4.1%
School	0.0%	0.6%

Source: Washington State Department of Health  
Tobacco Prevention and Control  
Assessment and Evaluation

<sup>1</sup> "Census 2000", August 2001 (OFM)

\* Rate not calculated because number of calls was less than 5.